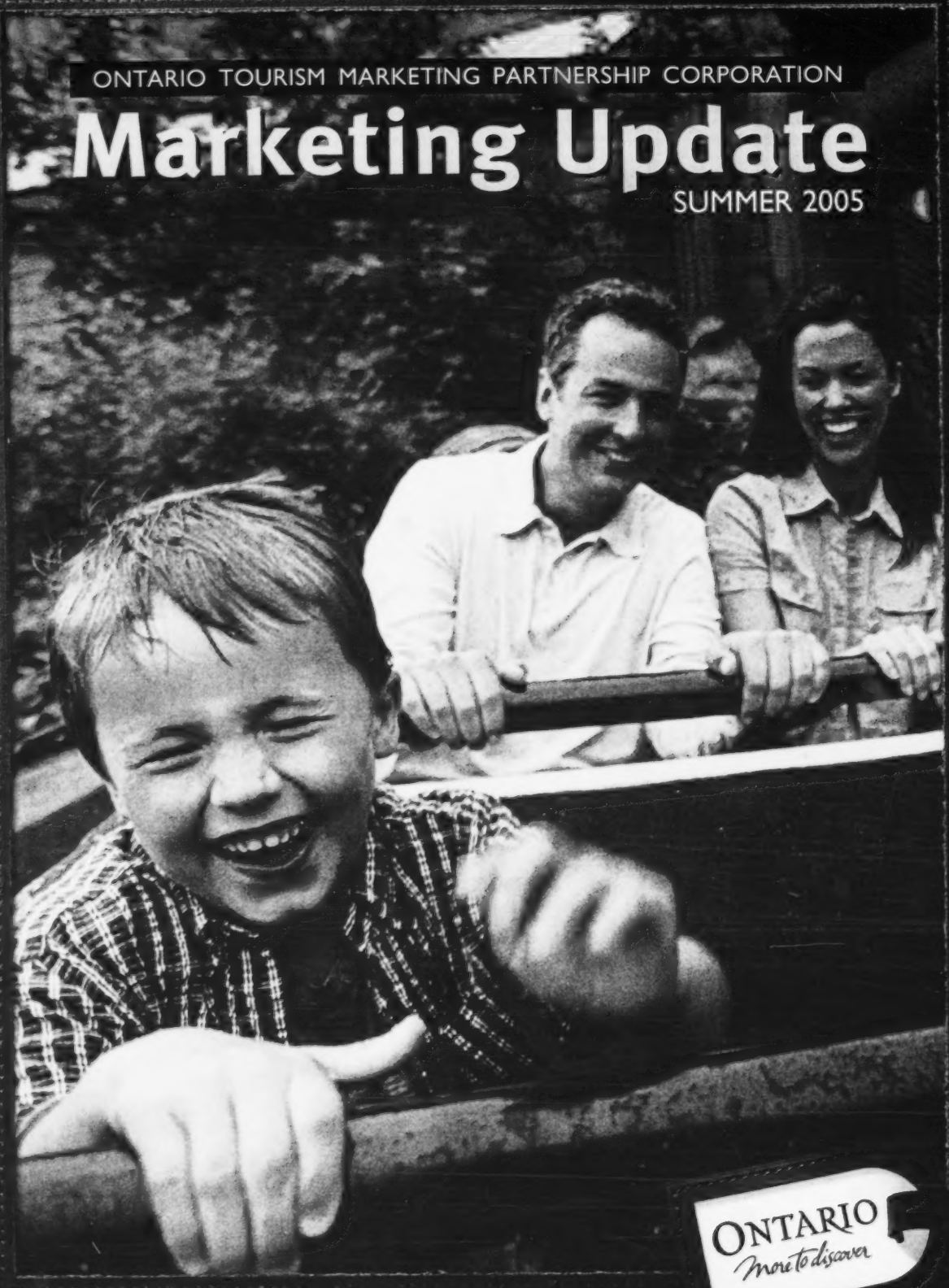
ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

Marketing Update

SUMMER 2005



Marketing Update

Message from the President and CEO

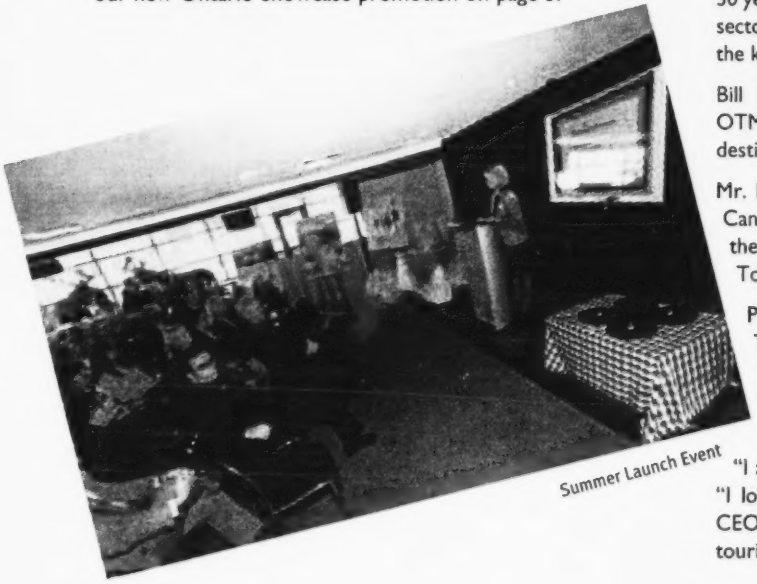
While the glorious summer weather deserves some of the credit for the better-than-anticipated revenues noticed by many Ontario operators, I think what we're seeing is largely the result of the hard work the industry has put into developing innovative products and leveraging partnerships.

Visitors are responding. It's gratifying to see everyone's efforts pay off.

We profiled a number of the new marketing initiatives at our summer launch, which was held at the Olympic Spirit in Toronto on May 25. The industry turnout was excellent. New partnership programs in both destination and experiential categories were well received, as was our marketing plan for the 2005-2006 fiscal year.

We will be building on that momentum for our Fall 2005 program. Our strategy is to focus on a variety of signature experiences unique to the season that will appeal to the getaway market. We are taking an integrated approach, combining advertising (television, newsprint, radio), public/media relations, interactive web marketing and consumer and trade promotions, to stimulate consumer interest and help the industry close the sale.

To further boost U.S. consumer interest this Fall, we will for the first time take Ontario experiences and destinations to prospective travellers in Detroit and Buffalo. You can read about our new Ontario Showcase promotion on page 5.



Summer Launch Event

This Fall we will also be holding the Ontario Tourism Summit at Niagara Fallsview Casino Resort October 19-20, and I urge you to mark it in your calendar as a "must-attend" event. We've seen how innovative products can grab consumer attention. At the Summit, we will bring together leading-edge tourism trendsetters and industry veterans for a two-day forum who will share how we can continue to innovate through profitable partnerships and best practices.

Also at the Summit, we will recognize Ontario Industry innovation and excellence through the inaugural Ontario Tourism Marketing Partnership Awards. Join us at the Summit and celebrate Ontario's best. You can find out more about the Awards and other industry activities in the following pages.

I would like to welcome Bill Duron, OTMPC's new chair and look forward to working with him and the Board of Directors to continue to grow Ontario's tourism.

Sandra McInnis,
President and CEO

New OTMPC Chair

Ontario Minister of Tourism Jim Bradley is pleased to announce the appointment of Mr. William M. Duron as Chair of the Ontario Tourism Marketing Partnership Corporation.

"Mr. Duron brings to the OTMPC more than 30 years' experience in the media and tourism sectors," says Bradley. "Our sector stands to gain substantially with the knowledge and leadership of such a qualified individual."

Bill Duron will provide strategic leadership and direction to OTMPC and help promote Ontario as a premier four-season destination in Ontario and abroad.

Mr. Duron is a recipient of the Tourism Industry Association of Canada's "Tourism Person of the Year Award". He is CEO of the Royal Agricultural Winter Fair in Toronto and operates the Toronto Island Marina.

Previously, Mr. Duron served as President of Tourism Toronto and President of Key Media Ltd., publishers of Toronto Life and several other consumer magazines. Following the sale of Key Media to St. Joseph Corporation, he remains an advisor to the corporation.

"I am honoured to have been asked to serve Ontario," he said. "I look forward to working with Sandra McInnis, President and CEO of the OTMPC and with the tourism industry to expand tourism opportunities for Ontario."

Summer Campaigns

Advertising

OTMPC launched an extensive marketing and advertising campaign in late May focused on family fun and family getaways. The program covered three markets – Ontario, Quebec (Montreal), and the U.S. (primary border cities) – with an integrated multi-media campaign that included television, newspaper, radio, billboards, website banners and a special Ontario summer microsite. More than 30 partners participated in the co-op newspaper portion of the campaign.

We poly-bagged our Ontario magazine with the LCBO's Food & Drink. In addition, we handed copies directly to 20,000 consumers at Toronto's busy Union Station. Many partners took advantage of our 'domination' at Union Station throughout June to distribute regional materials.

Media Relations

Through April, May and June this year, we achieved a total of more than $8.0 million in "PR value" through unpaid North America media coverage.

In May, our media relations team attended the 2005 Media Marketplace in New York City and sponsored the opening night reception. Subsequent to that event, we've received two separate half-page articles in the New York Times.

U.S. Travel Trade

OTMPC has finalized joint marketing agreements (JMA) with 11 North American tour operators which included co-op advertising, fam tours and training. Familiarization tours this summer included Niagara, Hamilton, Windsor, Chatham and Sarnia.

Attractions Ontario

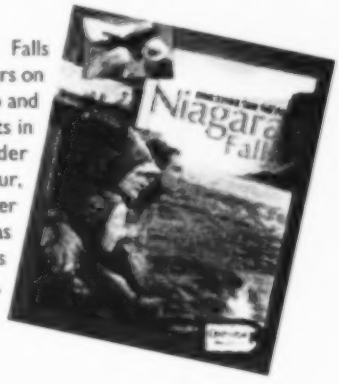
The addition of Pizza Pizza as a partner with OTMPC and Attractions Ontario has helped to broaden and target the distribution and promotion of the Attractions Passport. Over 1 million copies are in distribution, including 20,000 that were handed out at Union Station. The campaign is supported by radio, print and online promotion.

Savour Ontario

In conjunction with OTMPC's Wine and Culinary program, OTMPC worked with Savour Ontario partners, including wineries, cooking schools and country inns, on a summer initiative using e-mail deployment, on-line advertising and advertising in the LCBO's Food & Drink magazine. The call-to-action was to our website where consumers could enter a contest for a chance to win a grand prize that featured private wine tastings, chef's table dining, personalized cooking classes and overnight stays in some of southern Ontario's most charming and well-appointed country inns.

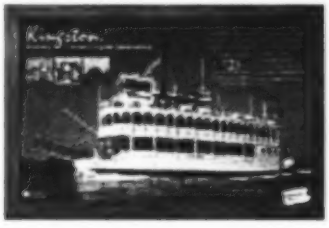
Niagara Falls

OTMPC worked with Niagara Falls Tourism and other regional partners on a cost-shared initiative to develop and distribute over 2.5 million inserts in domestic and U.S. border markets. The new, full-colour, 24-page brochure – "Discover the NEW Niagara Falls" – was distributed through daily papers in Rochester, Syracuse, Buffalo, Cleveland, Detroit and Ontario.



Kingston

OTMPC partnered with Kingston Economic Development Corporation and accommodation partners on a summer campaign to promote Kingston as a mid-week getaway destination for GTA travellers. The multi-media campaign utilized TV, radio, newspaper, magazines and interactive mediums.



Ottawa

OTMPC partnered with the Ottawa Tourism and Convention Authority on a summer campaign targeting Quebec and New York City markets. The campaign promoted summer getaways to Ottawa and offered incentive packages to consumers. Advertising included newspapers and magazines.

Toronto Blue Jays

OTMPC partnered with the Toronto Blue Jays to encourage consumers from Buffalo and Rochester to see a Blue Jays game and to stay in Toronto to enjoy all that the city has to offer. The campaign consisted of radio, television, cinema, newspaper and direct mail.

COMING THIS FALL – North America

New Ontario Tourism Summit

On October 19-20, OTMPC will be hosting an Ontario Tourism Summit at Niagara Fallsview Casino Resort, where we will explore leading-edge, best-practices approaches to destination and experiential marketing. Industry leaders and trendsetters will provide insights on how to ensure that innovative programs translate into bottom-line results. We will also make it an opportunity to celebrate Ontario's "best" through the inaugural Ontario Tourism Marketing Partnership Awards. Stay tuned – more details will be coming soon.

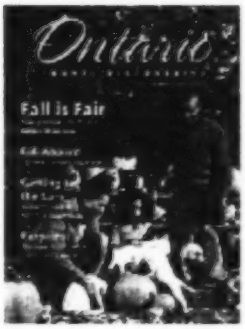
Domestic Ontario Market

Three new TV spots will highlight golf resorts, small town touring and big city shopping. Partner co-op advertising in newspapers will support the TV campaign. An interactive web promotion will be featured on www.ontariotravel.net/fall.

Fall TV

Ontario Magazine

Over 400,000 copies of our Ontario magazine will be distributed via key newspapers and to commuters at Toronto's Union Station. Feature articles include great ideas for cycling tours, train excursions such as the Agawa Canyon and major events such as the Toronto International Film Festival.



New Great Drives

The Great Drives program will be supported by a 32-page booklet polybagged with the Fall edition of Leisureways magazine, online advertising and integration within the broader OTMPC Fall campaign.

A total of 19 routes will be featured. Strategic partners include a number of Destination Marketing Organizations, Ontario Parks, Arts in the Wild, Ontario's Finest Inns, Resorts Ontario, Choice Hotels, Avis and FEDNOR. Information on the routes will be available on www.ontariotravel.net/greatdrives.

Savour Ontario

The Fall promotion of Savour Ontario aims to increase overnight getaways to Ontario's premier wine and culinary destinations. A 16-page insert will be included in the LCBO's Food & Drink magazine and online advertising will feature a contest offering chances to win an exciting Savour getaway.

Quebec

Advertising in newspapers, radio and online – primarily targeting the greater Montreal market – starts the first week of September and will focus on Niagara Falls casinos and wineries, Toronto urban getaways and Kingston/1000 Islands.

COMING THIS FALL – North America

U.S.

OTMPC will be advertising on television and in newspapers in Detroit, northern Michigan, Buffalo, Syracuse, Rochester and Cleveland promoting golf/resorts, urban shopping and small town touring. We'll also continue our billboard campaigns in select U.S. markets including Buffalo and Detroit. We'll target the angling and snowmobile markets through television, magazine, consumer shows and partnerships with 17 district tourism groups.

Fall Newspaper

New Ontario Showcases

Ontario is taking its show on the road! Over two weekends in September, we will bring the province's "best-in-class" fall and winter experiences to Detroit and Buffalo in a special, 15,000 square foot exhibition facility. Working in close partnership with many of our Destination Marketing Organizations and industry partners across the province, we will provide U.S. consumers with a new and unique view and experience of Ontario.

There'll be free massages from some of our best spas . . . draws for Lord of the Rings tickets . . . added-value booklets for shopping, attractions, resorts, hotels and finest inns . . . booths featuring Ontario's must-play golf destinations . . . information on the 19-routes in our Great Drives program . . . appearances by Toronto's Second City comedy ensemble . . . and much more!

A targeted promotional campaign in each city will spark consumer interest and provide incentives to attend the event.

For more information: www.tourismpartners.com.

ONTARIO SHOWCASE DATES

DATE	CITY	EVENT
Sept. 2-3-4-5	Detroit	Chrysler Art, Eats & Beats Festival – Downtown Pontiac/Chrysler Center
Sept. 24-25	Buffalo	Great Pumpkin Festival – Western New York Events Center

Gay and Lesbian Market

We'll have a campaign for the Gay and Lesbian markets through direct mail, interactive and print advertising in targeted U.S. publications.

Ottawa

A joint-marketing effort with Ottawa Tourism, begun in the Spring and continuing through Fall, will promote visits to the nation's capital through newspaper, magazine, online and transit advertising in Montreal and New York City.

Meetings, Conventions and Incentive Travel

Fall is a busy time for the promotion of meetings and conventions. OTMPC will be participating in ASAE's Annual Meeting & Exposition and IncentiveWorks (formerly CMITS) in August and HSMAI's Affordable Meetings National Exposition & Conference in September.

OTMPC will also be exhibiting at CSAE's National Conference and Showcase in September as well as hosting a client event in partnership with a number of Ontario suppliers and DMO's participating in the trade show.

OTMPC is presently working on the development of an Incentive Travel Guide with an anticipated completion date of November.

Overseas Activities

Asia/Pacific

In April, OTMPC coordinated a sales mission to Japan, South Korea and China. Led by Deputy Minister of Tourism Bill Allen and OTMPC's President Sandra McInnis, the team met with key tour operators, government officials, airline executives, and the media.

Japan is Ontario's second largest overseas tourism market. South Korea and China represent new growth opportunities. The Chinese Government's granting of Approved Destination Status to Canada opens the door for us to develop specific marketing programs for Chinese consumers. We've already welcomed 10 tour operators from China who visited Toronto, Ottawa and Niagara Falls. Their reactions were very positive.

In late June, together with Tourism Toronto, we held a seminar for more than 100 industry representatives to brief them on Chinese business opportunities. Among the key presenters was Derek Galpin, Managing Director of the Canadian Tourism Commission in China.

In partnership with Industry, OTMP is developing the Ontario Tourism Strategy for China which will be distributed in August and available online. In November, OTMPC will attend the CITM trade show in Kunming, China.

We will also participate in the Kanata trade show in Japan, and the October Showcase in South Korea.

Media relations activities continue to reap rewards. For example, OTMPC is involved with Sankei Living, Tokyo, (circulation 243,000) for the 3rd year in a program where select Japanese consumers experience contemporary life in Ontario via 7-10 day hands-on learning experience programs (wines, gardens, cooking, aboriginal) which are then featured in the magazine.

Europe/Mexico

OTMPC undertook sales missions to the U.K. and Germany in mid-June. Destination Marketing Organizations met with the reservations staff of tour operators to educate them about Ontario tourism products. Meetings were also held with Product Managers to discuss new product opportunities. In the U.K. the group met with six tour operators and presented to over 165 agents. In Germany and Switzerland, the group presented to over 190 agents from 14 tour operators. Four seminars were also organized in the U.K. and Germany.

In September, we'll be launching a consumer campaign in the U.K. with Tourism Toronto to promote the increasingly popular short-break getaways in the September through December period. Media exposure will include an 8-page insert in three consumer magazines, radio, national newspaper and trade advertising. We will also be participating in the World Travel Market trade show in London (November14-17) within the Canada booth.

In Mexico, OTMPC will be attending Conozca, a trade and media showcase in Mexico City (October 5-7) in cooperation with the Canadian Tourism Commission.

Media relations in Europe has garnered some impressive coverage as a direct result of OTMPC efforts. These include a two-page feature article on Toronto in London's "Daily Telegraph" (circulation 915,711), 5 prime time news episodes on ITV Wales News (1.5 million viewers) covering Toronto and Niagara, a soon to be aired segment on the BBC's "Departure Lounge" (5-7 million viewers) on Toronto and Niagara Falls and a story on the 1000 Islands area on the Spiegel magazine website.

In September, Prinz Magazine (circulation 430,341) will accompany and cover a group catalogue location photo shoot for Germany's largest outdoor clothing company Globetrotter.

Asia Mission

U.K. Mission

Other News

Website Feedback

OTMPC tracks performance of the province's official consumer tourism website – www.ontariotravel.net – through a monthly assessment of user sessions, registrations, contest entries and publication downloads. The website receives on average about 200,000 user sessions per month.

To ensure that we are continuing to be responsive to consumer needs, OTMPC undertook qualitative and quantitative research this past Spring. Focus group sessions were held in Toronto, Kitchener, Chicago and Detroit involving dozens of consumers representing Ontario's prime target groups.

The results were extremely positive. The website was described as visually appealing, easy to navigate, interesting and informative. Participants offered suggestions on how ontariotravel.net could be improved by adding new elements such as drop-down menus on the main navigation bar and categories for camping and shopping in the Travel Experiences section. Several suggestions will be incorporated into the website during the coming months.

Congratulations to our web team who are recipients of a Webby as awarded by the International Academy of Digital Arts and Sciences. Their outstanding work was set apart from entries from over 40 countries.

Communications Research

Over the past two months, OTMPC has been conducting research with industry groups and consumers to better understand the consumer, their habits, interests and perceptions of Ontario as a vacation destination. These insights will assist OTMPC in its consumer communications to ensure the Ontario message is relevant, engaging and motivates consumers to find out more about Ontario's unique experiences.

New Sarnia Travel Information Centre Opens

The new Sarnia Travel Information Centre (TIC) was officially opened on July 14 by the Minister of Tourism, Jim Bradley and partner representatives from the Blue Water Bridge Authority.

The state-of-the-art, $4.5 million Centre is the third in a series of centres to adapt the new look and feel of the Tourism Strategy's "Embracing A Visitor-First Philosophy" by providing such services as Foreign Currency Exchange services, on-the-spot GST rebates for foreign visitors and a merchandising boutique.

One unique aspect of the Sarnia TIC is that it will also be housed in the same complex as the Aamjiwnaang First Nation Craft/Art Museum. The artifacts on display were unearthed during the archeological dig on the site prior to construction.

The Centre has been moved to a more prominent location to provide visitors with better access to our services and Travel Counsellors who can help them plan their getaway experience in Ontario and the region.

The new TIC is part of a larger infrastructure plan designed to expand Highway 402, improve the Sarnia/Point Edward border crossing and ease tourist access to local and regional attractions.

The project was the result of the successful partnership between federal, provincial and municipal levels of government.

Left to right: Dan Flash, President & CEO – Blue Water Bridge Authority; Hon. Jim Bradley, Minister of Tourism; Douglas G. Keddy, Chair, Blue Water Bridge Authority; Roger Gallaway, MP, Sarnia/Lambton

OTMPC at Your Service

Sales Opportunities

The OTMPC has a number of exciting advertising opportunities for partners, including the Ontario Travel Discoveries magazine, newspaper ad campaigns, Union Station events, microsites and more. For further information please contact us at **otmp.sales@mtr.gov.on.ca** or toll free at 1-888-369-4422 or visit our website at **www.tourismpartners.com**.

Research

For border crossing monthly updates please contact us at **www.tourismpartners.com**. To see the latest Travel Intentions Study, click on Tourism Research at **www.tourism.gov.on.ca**.

Consumer Travel Information

www.ontariotravel.net or call 1-800-ONTARIO.

Ontario Travel Discoveries Magazine

For editorial enquiries, please contact us at **Nicole.leaper@mtr.gov.on.ca** or 416-314-7378.

OTMPC's Call Centre

OTMPC provides the opportunity for industry partners to brief the 1-800-ONTARIO call centre staff. Please contact us at 416-325-6846 for more information.

OTICs

For brochure distribution opportunities at select Ontario Travel Information Centres contact us at 416-325-6656.

Free Web Listing Opportunities

If your business is involved in the Ontario Tourism Industry, register now and take advantage of a free listing on OTMPC's consumer website **www.ontariotravel.net**. In addition you can also submit tourism related festivals and events to be displayed on the events calendar. Visit **www.tourismpartners.com** and select **Register Now**.

General Inquiries about OTMPC

Call 1-800-263-7836.

Ontario Travel Information Centre at Toronto's Atrium on Bay